

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Great American Media
Attention: Diane Bluhm
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 544284 /		<u>Alt Order #</u> 07872451
<u>Product</u> DSCC		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> //1139
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	3	10/23/12	10/26/12	NewsChannel 3 News	5-6am		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$100.00			
2	3	10/23/12	10/26/12	NewsChannel 3 News	6-7am		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				5	\$175.00			
3	3	10/23/12	10/26/12	CBS This Morning	7-9a		:30			NM	8	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				8	\$130.00			
4	3	10/29/12	10/29/12	CBS This Morning	7-9a		:30			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				2	\$130.00			
5	3	10/27/12	10/27/12	Early Show Saturday	9-11am		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$55.00			
6	3	10/28/12	10/28/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$395.00			
7	3	10/28/12	10/28/12	Face the Nation	1030-11am		:30			NM	1	\$445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$445.00			
8	3	10/23/12	10/26/12	Price Is Right	11am-12n		:30			NM	5	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				5	\$395.00			
9	3	10/23/12	10/26/12	NewsChannel 3 News	12n-1230pm		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$275.00			
10	3	10/29/12	10/29/12	NewsChannel 3 News	12n-1230pm		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$275.00			
11	3	10/23/12	10/26/12	CBS Daytime	1228-3pm		:30			NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				5	\$330.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	DSCC	//1139

Advertiser	Original Date / Revision
Democratic Senatorial Ca	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
12	3	10/23/12	10/26/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				5	\$200.00			
13	3	10/23/12	10/26/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				5	\$165.00			
14	3	10/23/12	10/26/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$295.00			
15	3	10/29/12	10/29/12	Newschannel 3 News	5-530pm		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$295.00			
16	3	10/23/12	10/26/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$310.00			
17	3	10/29/12	10/29/12	Newschannel 3 News	530-6pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$310.00			
18	3	10/23/12	10/26/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$415.00			
19	3	10/29/12	10/29/12	Newschannel 3 News	6-630pm		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$415.00			
20	3	10/23/12	10/26/12	7-730pm	7-730pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$310.00			
21	3	10/29/12	10/29/12	7-730pm	7-730pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$310.00			
22	3	10/23/12	10/26/12	730-8pm	730-8pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$310.00			
23	3	10/29/12	10/29/12	730-8pm	730-8pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$310.00			
24	3	10/27/12	10/27/12	730-8pm	730-8pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$100.00			
25	3	10/29/12	10/29/12	Monday Prime	9-10pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,800.00			
26	3	10/23/12	10/23/12	NCIS	8-9pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$2,800.00			
27	3	10/24/12	10/24/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,100.00			
28	3	10/28/12	10/28/12	Sunday Prime	7-8pm		:30			NM	1	\$2,355.00

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											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,355.00			
29	3	10/23/12	10/26/12	Late News (M-F)	11-1135p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$450.00			
30	3	10/29/12	10/29/12	Late News (M-F)	11-1135p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$450.00			
31	3	10/27/12	10/27/12	NCAA Football	12-3p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$750.00			
32	3	10/27/12	10/27/12	NCAA Football	330-7p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$750.00			
Totals											83	\$30,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	73	\$25,875.00	\$21,993.75
10/29/12 - 10/29/12	10	\$4,425.00	\$3,761.25
Totals	83	\$30,300.00	\$25,755.00

Signature: _____ Date: _____

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